



AGENDA

HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

Wednesday, February 18, 2015, 4:00 p.m.

Santa Paula City Hall, Council Chambers

970 Ventura Street, Santa Paula, CA 93060

Item #1 CALL TO ORDER

Item #2 INTRODUCTIONS

Item #3 PUBLIC COMMENTS

Each speaker is limited to three minutes. The Committee may, either at the direction of the Chair or by majority vote, waive this three minute time limitation. Under the Brown Act, the Committee should not take action on or discuss matters raised during Public Comment portion of the agenda which are not listed on the agenda.

Item #4 ELECTION OF OFFICERS

- That the HVPAC discuss the Elections of Chair and Vice Chair.

Item #5 JANUARY 22, 2015 MEETING MINUTES – PG. 2

- Approve the January 22, 2015 meeting minutes.

Item #6 CONSIDER ELECTRONIC FAREBOX ALTERNATIVES – PG. 4

- That the HVPAC direct staff to proceed with procurement of GFI “Cardquest” terminals as part of the Vehicle procurement.

Item #7 BUDGET IMPACT OF A “FREE FARE” DAY ON THE FIRST DAY OF SERVICE – PG. 10

- That the HVPAC concur with the recommendation to provide free Valley Express fixed route service trips for the first day of service (Monday March 2, 2015).
- That the HVPAC direct the HVTAC to work with staff to develop policies and procedures to allow the member agencies to provide free promotional ride days.

Item #8 VALLEY EXPRESS PROMOTION UPDATE

- That the HVPAC receive an oral update on the promotion of the Valley Express service.

Item #8 DETERMINE THE NEXT MEETING DATE

Item #9 ADJOURNMENT

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in this meeting, please contact the Clerk of the Board at (805) 642-1591 ext. 101. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting.

**MINUTES OF THE
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
HERITAGE VALLEY TRANSIT SERVICE POLICY ADVISORY COMMITTEE (HVPAC)**

January 22, 2015

1. Call to Order

Manuel Minjares of Fillmore called the meeting to order at 1:04 p.m.

2. Introductions

Self-introductions were performed. The following people were present (an asterisk represents voting Member Agencies):

Manuel Minjares	Fillmore*	Chap Morris	Fillmore Area Transit
Jacqui Cervantez	Fillmore Area Transit	Michael Powers	Consultant
Brian Yanez	Santa Paula	Ginger Gherardi	Santa Paula*
Tom Conlon	MV Transportation	Jerome Rodgers	MV Transportation
David Fleisch	Ventura County	Kathy Long	Ventura County*
Aaron Bonfilio	VCTC	Darren Kettle	VCTC*
Kara Elam	VCTC	Treena Gonzalez	VCTC
Vic Kamhi	VCTC		

3. Public Comments

No public comments were made.

4. November 26, 2014 Meeting Minutes – Action

Kathy Long moved to approve the November 26, 2014 meeting minutes. Ginger Gherardi abstained from voting as she was not present at the November 26, 2014 meeting. Manuel Minjares seconded the motion, therefore the motion passed.

5. Fiscal Year 14/15 Budget Amendment to the VCTC Heritage Valley Transit Service Budget – Action

Manuel Minjares made a motion to approve recommending to the Commission that the Heritage Valley Transit Service budget be amended, as follows:

- increase the FTA 5307 funding line-item by \$198,375, from \$543,895 to \$742,270.
- increase the Local Contribution (TDA) funding line-item by \$275,655, from \$1,277,905 to \$1,553,560.
- reduce the Local Fee-Farebox funding line-item by \$41,200, from \$175,000 to \$133,800.
- increase the Contractor expenditure line-item by \$415,830, from \$1,879,400 to \$2,295,230.
- add a new Marketing line-item in an amount of \$17,000; increasing the total expenditures by \$432,830.

Discussion was had on budget line items pertaining to administration and marketing as well as expected operating costs and marketing tasks. The motion was seconded by Ginger Gherardi and passed unanimously.

6. Valley Express Promotion Update

Marketing Consultant Jim Moore presented a table to the HVPAC denoting activity, status and timeframe of pre-launch marketing tasks. Also presented were mock-ups of service brochures, bus stop signs, logos, logo placement on vehicles and vehicle “wrap” design. The HVPAC provided comments, as follows:

- The script lettering and wrapping of buses is preferred.

- The color palette of both the bus stop signs and service brochures should be an acceptable format to persons with impaired vision (color blindness, partial blindness, etc.)
- The bus signage should not be too dark from a distance (i.e. blue with black font) and the route decal on the bus stop sign should be two colors that denote the different routes (i.e. gold and orange).
- The Valley Express logo should appear at the top of the bus stop sign; route information should appear in heavy black, conventional font.

Manuel Minjares requested that a letter to riders providing detailed notification on the new transit service be mailed out, as well as handed out on the current transit service, as soon as possible and asked that the service brochures (including the Dial-a-Ride brochure) denote that the service is funded jointly by all Agencies. Ginger Gherardi advised that Santa Paula is in the process of updating their routes (to be complete on or around January 29) and that information regarding Dial-a-Ride pass prices needs to be reconciled. Staff noted the possible delay in printing brochures.

7. Status of the Heritage Valley Transit Service Implementation Plan

Staff provided updates on the fleet delivery, the new contractor's recruitment of incumbent employees and start-up facility location, the ongoing transfer of data, the Go Ventura Smartcard takedown (June 30, 2015) and the overall service transition. HVPAC expressed concern with the designated start up facility location as it is not easy for patrons to walk up to purchase fare or access information. Staff will provide a status update at the next HVPAC meeting regarding the start up facility location, as discussions are on-going between Staff and the new Contractor regarding their retail responsibilities. Sales outlets have been determined with both the Cities of Fillmore and Santa Paula. A schedule of events for public outreach and GFI farebox pricing information will be provided at the next meeting. The HVPAC discussed the increase in cost for the Dial-a-Ride monthly pass, the public outreach performed to date (and on-going) and the on-going ability of the HVPAC to recommendation fare adjustments. Ginger Gherardi asked that Staff research a better fare scenario between now and when the GoVentura Smartcard is no longer in use (July 1, 2015) in regards to the monthly passes for both Dial-a-Ride and Fixed Route systems; assuming residents make inter-operable trips and one free transfer would accommodate only a portion of their trip, monthly passes should be compatible on both systems. The HVPAC asked that a ribbon cutting event be held on the first day of service and that Staff, at the next HVTAC meeting, review the potential budget impacts of offering free fare on the fixed route service only, on the first day of service.

8. Determine the Next Meeting Date

The next meeting was scheduled for February 18, 2015, at 4:00 p.m. within Santa Paula City Hall's Council Chamber Room.

9. Adjournment

Manual Minjares moved to adjourn the meeting at 4:15 p.m. A voice vote was taken and it passed unanimously.



Item #6

February 18, 2015

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE
FROM: VICTOR KAMHI, VCTC BUS SERVICES DIRECTOR
SUBJECT: CONSIDER ELECTRONIC FAREBOX ALTERNATIVES

RECOMMENDATION:

- The Heritage Valley Policy Advisory Committee direct staff to proceed with procurement of GFI "Cardquest" terminals as part of the Vehicle procurement.

BACKGROUND

The current fleet of buses/paratransit vehicles purchased for the Valley Express transit service is equipped with a "drop box" fare cash collection farebox, similar to those used in the prior VISTA DAR service. As discussed, the GOVENTURA Smartcard has reached and exceeded its viable life, and is being discontinued this fiscal year. Most of the transit agencies in the County as well as our neighboring transit agencies have purchased GFI Odyssey fareboxes. The GFI boxes have the ability to count cash fares, read mag strip cards, and read smartcards. At this time, in Ventura County, only the mag strip feature is being used, although the future potential of creating a new, countywide smartcard, using the GFI capabilities is being investigated.

This action was discussed at the February 10, 2015 HVTAC meeting and the HVTAC recommended that the HVPAC direct staff to proceed with procurement of the GFI Cardquest terminals, both to provide the Valley Express with improved fare media and to allow the Heritage Valley to participate in any future multi-agency/countywide fare media developed in the near future. While the HVTAC also recognized the desirability of a future mobile ticketing system, it recognized that the system is too small to proceed by itself, and that the HVPAC should support future countywide efforts to develop mobile ticketing.

Because there will be no "electronic" farebox on the Valley Express, the system will have to rely on flash pass. The options that could currently be considered to allow the Valley Express to use electronic media, and participate in a countywide compatible system are:

1. Purchase GFI "Cardquest" terminals. The terminals are considerably smaller, and do not collect cash. They do process both mag strip cards and smartcards, and are 100% compatible with the Odyssey boxes. Also, they are significantly cheaper because they are less complex, and because they do not have a lot of mechanical parts, cheaper and easier to maintain and operate. The estimated cost is approximately \$150,000-175,000.
2. Purchase GFI Odyssey Fareboxes and "facility supports" at a cost of approximately \$350,000 including the vault and supporting equipment. The biggest plus to this is it would not only allow for immediate implementation of a mag strip pass and other fare types, but also count all cash collected. The biggest challenge is that the farebox is fairly large, and would present a best an obstacle at the front of the bus.

VCTC still has a balance of Proposition 1B Capital funds to finalize the preparation of the buses.

The PAC had also asked the TAC to discuss using Mobile Ticketing. At this point, staff has not developed any information about the possible implementation of mobile ticketing, although it would require an additional reader as well as development of a back end. At this time, staff would recommend not pursuing Mobile Ticketing independent of the joint efforts of all of the county transit operators.

CARDQUEST FARE PAYMENT TERMINAL

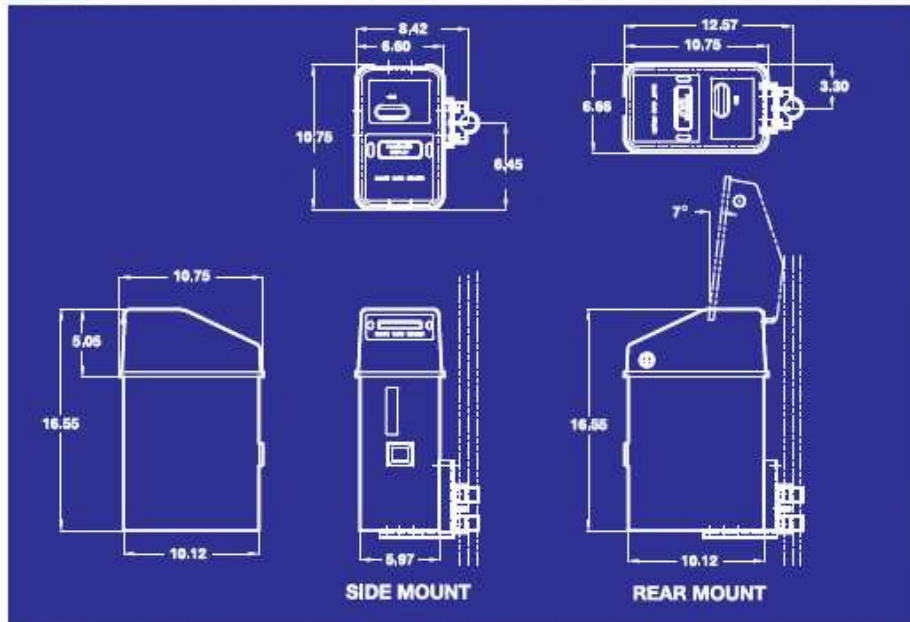


The image shows a woman with blonde hair, wearing a grey suit and a patterned scarf, standing next to a CARDQUEST fare payment terminal. She is holding a yellow card and inserting it into the terminal. The terminal is a light grey, rectangular device with a small screen and a card slot. The background is a dark, textured wall.

The Cashless Farebox for Smart and Magnetic Cards

- ☐ Processes smart cards, magnetic cards, or both
- ☐ Applications include paratransit, express service/bus rapid transit, or auxiliary to conventional farebox
- ☐ Configurable for self-service or attended operation (control unit required for driver intervention)
- ☐ Supports smart card processors from most major manufacturers – can process ISO 14443 type A and B and Mifare cards
- ☐ Can issue tickets or receipts from internal cassette
- ☐ Backlit LCD screen shows remaining value, other transaction data
- ☐ Pushbuttons enable passenger interaction, e.g., to obtain transfer or receipt
- ☐ Compact, rugged design – mounts on stanchion or pedestal
- ☐ Uses proven GFI technology, including TRIM ticket processing unit (15,000 in service), high-speed infrared data probing, Version 7 data system
- ☐ Modular design for easy maintenance

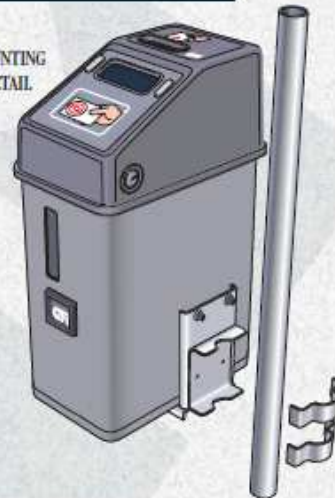
CARDQUEST DIMENSIONS



CARDQUEST SPECIFICATIONS

Dimensions:	6.60" x 16.55" x 10.75"
Cabinet Material:	Stainless steel
Top Cover:	Polycarbonate
Display:	1" x 8" backlit LCD
Dataport:	GFI Infrared
Smart Cards:	Mifare and ISO 14443 A & B
Magnetic Cards:	2-1/8" x 3-3/8" x 0.010" thick
Card Tracks:	Read tracks 2 & 3, writes to track 2
Card Print:	Full width thermal printer with multiple fonts
Card Cassette:	Holds 600-800 blank cards
Weight:	25 lbs.
Mounting:	Stanchion or pedestal
Voltage:	12 VDC
Card Types:	Period passes, stored ride/ value cards, 3rd party payment cards, school passes
Card Function:	Reads and validates cards, deducts fares, prints and issues receipts

MOUNTING
DETAIL



GFI GENFARE

AN SPX DIVISION

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 E-mail: GFI.Sales@spx.com
 Website: www.gfigenfare.com

Item#6, Attachment (cont'd)

We are in the business of helping people use and manage public transportation systems. We have and will continue to deliver the technology leadership and product innovation you would expect from the company that helped create the industry.



The **Odyssey** delivers reliability by providing a wide variety of traditional and electronic fare media options for passengers and transit agency operators. **Odyssey** integrates seamlessly with legacy Genfare equipment in addition to the new **Fast Fare™** revolutionary farebox, allowing mixed fleets to ensure a smooth transition.

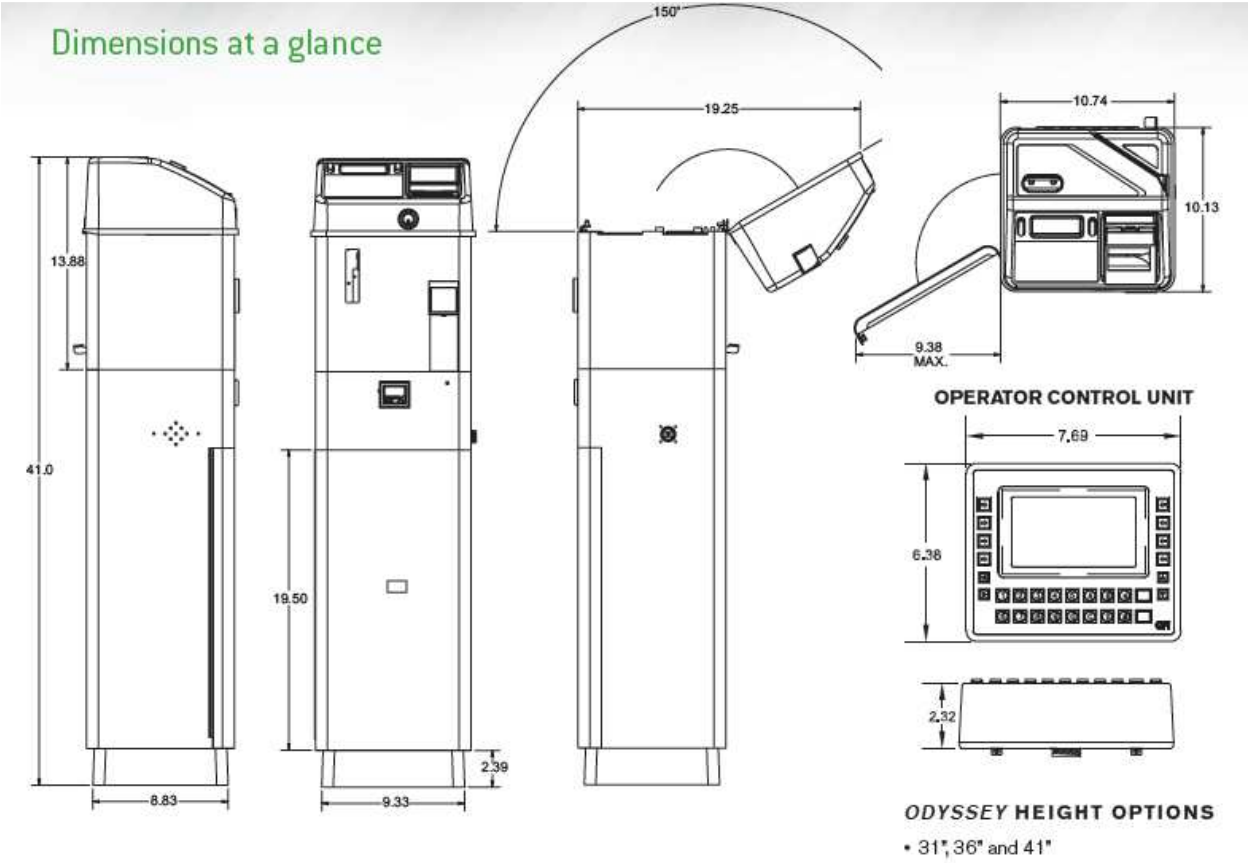
MULTI-LEVEL FARE TABLES FOR AGENCY CUSTOMIZATION

- Accepts a wide range of fare media for rider convenience
- Passenger display shows transaction status and remaining card value
- Issues electronic change through on-board cash-to-card conversion
- Push button menu-driven operator control unit is backlit to show transaction status
- Meets ADA requirements

THE VALUE OF SECURITY

- Secure dualport cashbox with built-in electronic identification system
- Electronic locks and keys provide maximum security for authorized removal of cash boxes
- Automated tracking of individual cashboxes for revenue auditing
- Durable stainless steel construction

Item#6, Attachment (cont'd)





Item #7

February 18, 2015

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE
FROM: VICTOR KAMHI, VCTC BUS SERVICES DIRECTOR
SUBJECT: BUDGET IMPACT OF A "FREE FARE" DAY ON THE FIRST DAY OF SERVICE

RECOMMENDATION:

- That the Heritage Valley Policy Advisory Committee concur with the recommendation to provide free Valley Express fixed route service trips for the first day of service (Monday March 2, 2015).
- That the Heritage Valley Policy Advisory Committee direct the HVTAC to work with staff and develop policies and procedures to allow the member agencies to provide free promotional ride days with a process to provide the Heritage Valley Transit Agency with the fare revenues forgone.

BACKGROUND

The Heritage Valley Policy Advisory Committee requested that the Heritage Valley Technical Advisory Committee discuss the cost and recommend to the PAC free rides on the Valley Express fixed route service trips for the first day of service (Monday March 2, 2015). Staff is proceeding with this as what we consider a necessary part of the kick-off. There is potentially a minor lose in fare revenues for the first day, however the cost of a large panel ad in the Ventura County Star costs over \$1000, dwarfing the potential loss of revenue. The HVTAC supported the provision of free rides ON THE FIXED ROUTE system for Monday, March 2, 2015.

In a related issue, the Santa Paula HVTAC member asked about the potential of free fixed route service, to be back filled by the City, for the fixed route service over the upcoming Spring school break. HVTAC did not make a recommendation, but felt that the HVPAC should provide some direction. There was some concern that riders could become confused if the fixed route was free in one community but not on another, while also recognizing that positive promotional effects would be beneficial.